

Message Text

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PAGE 01 FRANKF 03711 061121Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CAB-05 CIAE-00 COME-00
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R 061019Z MAY 78
FM AMCONSUL FRANKFURT
TO SECSTATE WASHDC 1865
INFO AMEMBASSY BONN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS FRANKFURT 3711

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: NATIONAL AIRLINES BEGINS SERVICE TO FRANKFURT

1. NATIONAL AIRLINES INITIATED SERVICE BETWEEN MIAMI AND FRANKFURT ON MAY 2, 1978 WITH THE FIRST IN A SERIES OF INAUGURAL FLIGHTS. THE FIRST FLIGHT, WHICH IN ADDITION TO NATIONAL AIRLINES MANAGEMENT, INCLUDED FLORIDA MAYORS AND OTHER DIGNITARIES, WAS GREETED AT A GALA CHAMPAGNE BREAKFAST RECEPTION BY CITY OF FRANKFURT OFFICIALS, THE DIRECTOR OF THE FRANKFURT AIRPORT, AND CONSUL GENERAL WOLFGANG J. LEHMANN.

2. OTHER INAUGURAL FESTIVITIES ARE PLANNED IN FRANKFURT AROUND FOUR ADDITIONAL FLIGHTS SCHEDULED TO ARRIVE IN THIS CITY MAY 5 THROUGH MAY 8, TWO OF THESE REPRESENTING NATIONAL'S FIRST SERVICE FROM TAMPA TO FRANKFURT. NATIONAL AIRLINES CORPORATE OFFICIALS, HEADED BY CHAIRMAN LEWIS B. MAYTAG, WILL LEAD GROUPS OF FLORIDA COUNTY, CITY AND CHAMBER OF COMMERCE
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OFFICIALS AT A SERIES OF DINNER-RECEPTIONS FOR SELECTED GERMAN AND AMERICAN GUESTS TO HONOR ESTABLISHMENT OF THE NEW AIR SERVICE. REPRESENTATIVES FROM THE GERMAN BUSINESS AND BANKING COMMUNITIES AS WELL AS THE CONSULATE GENERAL FRANKFURT WILL SPEAK AT THESE EVENTS.

3. NATIONAL IS PRESENTLY OPERATING THREE FREQUENCIES WEEKLY INTO

AND OUT OF THE TWO FLORIDA CITIES. ARRIVALS AND DEPARTURES ARE PRESENTLY TAKING PLACE ON TUESDAYS, THURSDAYS AND SUNDAYS ON A TRIAL BASIS.

4. NATIONAL AIRLINES REPRESENTATIVES HERE IN FRANKFURT WERE ALREADY EXPRESSING OPTIMISM FOR THE SUCCESS OF THE NEW SERVICE AFTER NOTING INITIAL GERMAN BUSINESS AND VACATION PASSENGER REACTION TO NATIONAL'S GERMANY-WIDE PUBLICITY CAMPAIGN. THEY BELIEVE THAT THE TIMING OF THE OPENING OF SERVICE TO FRANKFURT WILL PROVIDE ATTRACTIVE LOAD FACTORS EVEN IN THE EARLY STAGE OF THE OPERATION.

COMMENT: WITH DAILY FRANKFURT-NEW YORK SERVICE BY TWA SCHEDULED TO BEGIN JUNE 8, FRANKFURT WILL HAVE THREE DAILY FLIGHTS TO THE UNITED STATES PROVIDED BY THE AMERICAN CARRIERS ALONE (PAN AM, NATIONAL AND TWA). BLAKE

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NNN

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